

Volunteer Role Description: Marketing

We are a project of Central England Quakers Charity and are currently engaged in a number of projects including a health focused consortium project in South Birmingham called Move More Eat Well. We need your help, skills and expertise to engage the local communities through a variety of marketing channels and to help us understand their experiences better.

The Role

Northfield Ecocentre is an exciting and pioneering project of the Central England Area Quakers charity (no. 224571). The Ecocentre is a small team of seven passionate and dedicated part time staff working across a range of projects. We are looking for some operational support and capacity to help us with our marketing, communications and social media campaigns on the projects we are co-ordinating.

We understand that you may not have all of these skills listed so we are likely to be looking for a couple of people to help us out. Just let us know if you feel you have something to contribute.

We are looking for people with any of the following areas of expertise to help us engage the local communities: marketing, communications, social media marketing and content creation, website management, communications strategies, graphic design and market research.

The basic needs are to increase our marketing profile and activity, create content for social media channels and understand the local community better in terms of their experience of our interventions.

Person Description

- You are likely to have substantial experience (and possibly qualifications) in any of the areas: online and offline marketing, digital campaigning, marketing content design and creation, market research, data gathering, survey monkey.
- You will be able to communicate well and have a drive to move our projects forward.
- You may have existing working relationships in the Birmingham area.
- You are able to work within a multi-disciplinary team of part-time staff and volunteers.
- You may have a background or interest in Birmingham and/or the environmental and health sectors.
- We are particularly interested in people who are committed to sustainable living or who want to find out more about it.

What impact can you make?

We are a small organisation with a range of skills but need additional support and guidance to grow the organisation, maximise our impact and improve its long term resilience.

We are excited about our future and the impact we could make. Your input will help to improve our long term resilience and allow the delivery of projects to continue. This will, in turn, allow us to help more people to take positive action toward living more sustainably and healthily. This includes supporting people to learn to ride and maintain cycles, grow their own food, gain volunteering experience, teach more young people about living sustainably, becoming more active and helping organisations to alter their behaviour towards being more sustainable.

As a small organisation, the support we receive from our volunteers and management committee is extremely valued and intrinsic to our success.

What's in it for you?

You will be part of a small, well-regarded charity project. You will be able to pass your skills on to others in a new and challenging environment. There is also the opportunity to influence the future development of the organisation and its profile. It's a chance to apply your skills in a new area or field. You will also be able to learn a lot about sustainability and public health, how to affect behaviour change and have the chance to engage in an issue that effects all of us.

Time Commitment

Either in or out of office hours but the ability to come to the office would be beneficial. What other support you are able to commit is down to your availability.

How to apply

Please get in touch if you have any further questions or want to visit us, have a cuppa and discuss the opportunity further.

Contacts

Visit us: www.northfieldecocentre.com
Email us: michael@northfieldecocentre.com
Call us: 07530524349